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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application Number	10/560,770
		Filing Date	June 7, 2006
		First Named Inventor	Itaru Tanimura, Thomas M. Callaghan
		Group Art Unit	4143
		Examiner Name	Uber, Nathan C.
Total Number of Pages in This Submission		Attorney Docket Number	352738.00800

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Response <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ Remarks	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): References (6) Copy of Search Report Return Postcard

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Doyle B. Johnson (Reg. No. 39,240) Reed Smith LLP
Signature	
Date	January 26, 2009

CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313, on this date: January 26, 2009			
Typed or printed name	Norma E. Gillespie		
Signature		Date	January 26, 2009

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Attorney's Docket No. 352738.00800 - PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Itaru Tanimura; Thomas M. Callaghan

Serial No.: 10/560,770

Filed: June 7, 2006

For: APPARATUS AND METHOD FOR
ASSISTING MARKETING

Examiner: Uber, Nathan C.

Group Art Unit: 4143

TRANSMITTAL LETTER

Commissioner of Patents and Trademarks
Alexandria, VA 22313-1450

Sir:

Enclosed is an Information Disclosure Statement, a Form PTO-1449, and copy of the cited reference and translation, filed in accordance with 37 C.F.R. §1.56.

The Commissioner is hereby authorized to charge any additional fees (or credit any overpayment) associated with this communication and which may be required under 37 CFR §1.16 or §1.17 to Deposit Account No. 50-2603, referencing **Attorney Docket No. 352738.00800**. **A duplicate sheet is attached.**

Respectfully submitted,

REED SMITH LLP

Dated: January 26, 2009

By: 

Name: Doyle B. Johnson

Registration No. 39,240

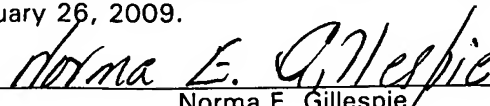
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January 26, 2009


Norma E. Gillespie



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of: Itaru Tanimura; Thomas M. Callaghan Serial No.: 10/560,770 Filed: June 7, 2006 For: APPARATUS AND METHOD FOR ASSISTING MARKETING	Examiner: Uber, Nathan C. Group Art Unit: 4143
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INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
Alexandria, VA 22313-1450

Sir:

Applicant submits herewith patents, publications or other information (listed on the attached Form PTO/SB/08A) of which Applicant is aware, which may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 CFR §1.56.

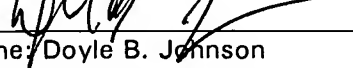
In accordance with 37 CFR §1.97(h), the filing of this Information Disclosure Statement shall not be construed to be an admission that the information cited in this statement is, or is considered to be, material to patentability as defined in 37 CFR §1.56(b).

In accordance with 37 CFR §1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR §1.56(a) exists. It is submitted that the Information Disclosure Statement is in compliance with 37 CFR §1.98 and MPEP §609 and the Examiner is respectfully requested to consider the listed references.

Respectfully submitted,

REED SMITH LLP

Dated: January 26, 2009

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